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ROY L. ASH
1901 AVENUE OF THE STARS
SUITE 1620
LOS ANGELES, CALIFORNIA 90067

November 13, 1975

Mr. Richard B. Cheney
Deputy Assistant to the President
The White House
Washington, D.C. 20500

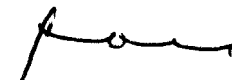
Dear Dick:

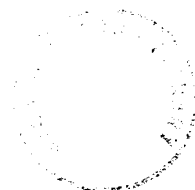
After you've read the enclosed letter I suggest you do one of three things:

1. Discard it;
2. Convey some or all of it to the President in your own way whenever the occasion fits; or
3. Give it to the President.

Your judgment on this is better than mine.

Sincerely yours,


Roy L. Ash



ROY L. ASH
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November 13, 1975

Dear Mr. President:

I believe the press is unjustified when it criticizes your own personal ability to deal with the substantive issues of government.

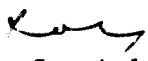
But, in my judgment, such criticism nevertheless will persist, grow and be a critical factor in next year's politics. The reasons are simple. Many of your key executives are increasingly seen and talked about across the country, even by your supporters, as less than professionally competent to hold the particular jobs they have, although they may have other capabilities.

In turn, their inadequacies can't but show up in the quality of thinking and advice available to you. And because your own responsibilities are so broad, complex and fast paced, and thus require substantial dependence on subordinates' abilities, and lack of competence among them becomes attributed to you personally.

Mr. President, in my judgment major and early changes need to be made to upgrade the perceived and actual competence of a number of key people upon whom your future rests.

Although not appropriate for this letter, I and I'm sure others of your friends can detail the names of those to which this observation applies.

Respectfully yours,


Roy L. Ash

The President
The White House
Washington, D.C. 20500

